



METROPOLITAN
TRANSPORTATION
COMMISSION

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
TEL 510.817.5700
TDD/TTY 510.817.5769
FAX 510.817.5848
E-MAIL info@mtc.ca.gov
WEB www.mtc.ca.gov

Memorandum

TO: Administration Committee

DATE: June 11, 2008

FR: Executive Director

W.I.: 1112

RE: Contract: Video Production Services:

(i) Bridge Media

(ii) On-Call List: Bridge Media, Bars+Tone, Cal. Engineering Contractors, CAV Media Corp.

Staff requests the Administration Committee to authorize the MTC Executive Director to enter into a contract with Bridge Media to produce short video clips for MTC's 2008 "Excellence in Motion" Awards Program, and to authorize a list of four on-call vendors, including Bars+Tone, Bridge Media, California Engineering Contractors, and CAV Media Corporation, for video production services, including videotaping, editing or Web casting services.

Background: MTC's awards program is held every other year; this year's awards ceremony will be held in October. As part of the awards ceremony, MTC has incorporated short, one-to-three-minute video clips of each winner to accompany the award presentation. The video clips describe the contributions of the individuals, organizations or programs being recognized. The on-call list of vendors will be used to videotape special events so those events can be posted on MTC's Web site and made available to a larger audience, used in video news releases and the like.

A Request for Proposal (RFP) was released in April 2008 and posted on MTC's Web site. Over 200 vendors from our consultant database were sent a postcard notifying them about the RFP. As a result of questions raised at a proposals' conference, MTC issued an addendum to the RFP in May 8, 2008. Nine proposals were received by the due date of May 21, 2008.

The RFP includes the option of renewing the contract for two additional consecutive cycles of the biennial awards program (subject to MTC's approval of any price changes or changes to the work scope); as well as the option of renewing the on-call list for four additional consecutive years, at amounts to be determined.

A panel of three MTC staff members evaluated the proposals received and conducted interviews. Bridge Media was rated the highest for the Awards Program portion of the work, with strong marks for their experience in delivering similar projects and the quality of their work. Bridge Media has previously produced the awards video clips and has done an excellent job each time. Dianne Fukami, one of the owners of Bridge Media, has a background in television news production that has been useful in meeting our need to tell the winners' stories in one- to two-minute video clips.

The RFP called for the selection of a pool of up to three firms for the on-call list. The ratings produced a tie, and staff is recommending the four firms listed above become the pool for the on-call list: Bars+Tone, Bridge Media, California Engineering Contractors, and CAV Media Corporation. The four firms provide a range of skills and experience well suited to the expected video production needs of the agency. These firms also had the best experience, qualifications and the most creative samples of work.

Recommendation: We recommend this Committee authorize the Executive Director or his designated representative to negotiate and enter into a contract with Bridge Media, in an amount not to exceed \$40,000, to provide video clips for the 2008 awards presentations and to place four firms: Bars+Tone, Bridge Media, California Engineering Contractors, and CAV Media Corporation on a pre-qualified on-call list for video production services as needed, for an amount not to exceed \$15,000 for the 2008-09 fiscal year.

Steve Heminger

SH:CA

J:\COMMITTEE\Administration\2008 By Month\06_Admin_JUN_2008\02e_Contract_Video Bridge Media & List_Alvarado.doc

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

Work Item No.: 1112

Consultant: Bridge Media

Work Project Title: Video Clips of MTC Award Winners

Purpose of Project: To describe the work of people, projects and organizations being honored as part of MTC's 2006 award program.

Brief Scope of Work: Interview and shoot video of all award winners; write script; edit material and produce three-minute video clips of approximately 15 winners, to accompany the award presentation.

Project Cost Not to Exceed: \$40,000 for awards video clips

Funding Source: TDA

Fiscal Impact: Included in MTC FY 2008-09 operating budget, subject to approval of the agency budget for FY 2008-2009

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract with Bridge Media for the Video Clips of MTC's 2008 Award Winners; and the Chief Financial Officer is directed to set aside funds up to \$40,000 for the 2008 awards video clips contract, subject to approval of the agency budget for FY 2008-2009.

Administration Committee:

Bob Blanchard, Chair

Approved:

Date: June 11, 2008

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract(s)

Work Item No.:	1112
Consultant On-Call List:	Bars+Tone (San Francisco, California) Bridge Media (Oakland, California) California Engineering Contractors (Pleasanton, California) CAV Media Corporation (Napa, California)
Work Project Title:	On-Call Video Production Services
Purpose of Project:	To identify a list of vendors to be on-call as needed, for video production services to videotape special events so those events can be posted on MTC's Web site and made available to a larger audience, used in video news releases and the like.
Brief Scope of Work:	The on-call list of vendors may be asked to videotape an event; edit tape into a shorter, summary version; or Web cast an event.
Project Cost Not to Exceed:	\$15,000 for on-call services
Funding Source:	TDA
Fiscal Impact:	Included in MTC FY 2008-09 operating budget, subject to approval of the agency budget for FY 2008-2009
Motion by Committee:	That the Executive Director or his designee is authorized to create a list of four firms: Bars+Tone, Bridge Media, California Engineering Contractors, and CAV Media Corporation for video production services as needed, and the Chief Financial Officer is directed to set aside funds up to \$15,000 for the on-call services, subject to approval of the agency budget for FY 2008-2009.
Administration Committee:	<hr/> Bob Blanchard, Chair
Approved:	Date: June 11, 2008